

Inventory of Current Baltimore City Promotion Efforts

The Creative Baltimore Working Group

Note: Items are sorted by target audience within the four categories below: Programs, Events, Organizations/Facilities, and Marketing Initiatives.

PROMOTION EFFORT	RESPONSIBLE AGENCY/ ORGANIZATION	BRIEF DESCRIPTION	TARGET AUDIENCE	NEXT STEPS
Programs				
Farmers Markets		Waverly, Park Heights, Howard Park	All	
Authenticity Initiative	BCHA	Certifies sites, services and events that authentically convey the cultural heritage of Baltimore.	All	Complete logo design. Hire staff to implement, market and administer initiative.
Baltimore City Heritage Area	BCHA	Provides incentives to stimulate community development through cultural heritage tourism.	All	Increase activated Target Investment Zones. Increase State support from \$1 to \$3 million annually.
Cultural Heritage Trails Initiative	BCHA with partners	Builds and promotes a cultural heritage trail system in Baltimore.	All	Complete design for Inner Harbor trail head. Develop and animate existing and new trail segments.
<i>Baltimore Events</i> online and print calendar	BOPA	Lists city events that are free or charge a moderate fee and are open to the public	All	Increase online presence with more accessible and functional website.
BELIEVE in Your Neighborhood Grant Program	BOPA	Community grant program that provides funding and education (via workshops), enabling citizens to conduct events such as festivals, fundraisers, street fairs and concerts in their communities. Activities must be of value to residents and open to the public.	All	Increase the number of grants awards by increasing sponsorship dollars.
Public Art/1% For Art	BOPA, Civic Design Commission	Public art is a hallmark of all great cities: it articulates and inspires a sense of community, enhances the built environment and projects the image of a city. Through the Civic Design Commission, BOPA enforces the Baltimore City's 1% For Art Ordinance, which stipulates that up to 1% of construction costs of a public projects be allocated for permanent fine art additions to the project.	All	Support revisions to the 1% For Art Program. The Civic Design Commission has drafted a new 1% For Art Ordinance for Baltimore City. Basic changes include funding artwork at an amount equal to 1% of eligible costs, and supporting critical needs such as conservation and maintenance of percent-for-art sculpture

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				throughout the city. Begin to develop public art tours.
Monumental City/Monument Conservations	CHAP, Rec and Parks	Since 1980, CHAP has maintained Baltimore's historic monuments in partnership with the Department of Recreation and Parks.	All	
Art Scoop & Art Scoop Jobs plus	GBCA	Art Scoop is a weekly e-letter containing two weeks of arts and cultural events of all disciplines throughout the region. Art Scoop Jobs Plus is updated bi-weekly and contains information on Jobs, Workshops, Auditions, Classes, Call for Entries and more. To subscribe send an e-mail to gbc@baltimoreculture.org with word "subscribe" in the subject line.	All	Will be folded in to the comprehensive event calendar "Baltimore Fun Guide" (see new ideas). GBCA will maintain Job Bank on its website: www.baltimoreculture.org
Cultural Tourism Activities	GBCA	GBCA creates, manages and promotes specific arts and culture tours for the general public, press, and event/meeting planners.	All	GBCA will participate in a tour for meeting planners May 8, 2004 and for Americans for the Arts conference attendees in July, 2004.
Hands ON! Workshops	Rec & Parks - Horticulture	Series of interactive workshops where participants leave with a completed project: Creating Floral Note Cards, Pruning Workshops, Plant Tiny Herb Garden, Plant a Patio Container, Forcing Bulbs, Thanksgiving Floral Arrangements, Make it and Take it Ornaments, Holiday Centerpieces and Topiaries.	All	
Draw In	Rec & Parks – Horticulture	Artists and aspiring artists are invited to the Cylburn Mansion to draw using samples and specimens from the collections as models.	All	
Audobon Program	Rec and Parks	Groups of bird of enthusiasts get together weekly to bird watch and discuss how to identify bird types, characteristics of nesting, and how birds feed and live in the City's Parks.	All	
Believe in a Greener Baltimore Program	Rec and Parks	Increase neighborhood stewardship of local and neighborhood parks through the development of volunteer activities, tree planting and educational programs within city parks.	All	Develop written and web site marketing materials

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City Farms	Rec and Parks	An urban gardening program for city residents. Citizens can rent a plot in one of several locations. Working a garden plot results not only in fresh vegetables and flowers but it is also a boost to the mental and physical health of the gardeners. This program is unique to Baltimore.	All	
Trapeze School	Rec and Parks	Participants will be able to learn the art of trapeze or take a one time class while enjoying the view of the inner harbor area.	All	
Workshops	Rec and Parks	Workshops provided in areas of photography, computers, and ceramics.	All	
Community Arts Investment Program (Baltimore Community Foundation)	BCF	Annual grants averaging \$5,000 to support community involvement in arts.	Artists	
CityArts Grant Program	BOPA	Grant program for local artists and nonprofit art, cultural and community organizations with operating budgets of under \$1 million. Grants from \$500 to \$3,000 are awarded for project-oriented expenses.	Artists	Commit some of the ad revenue from Viacom bus shelters to increase program funding to \$200,000.
Baltimore Mural Program	BOPA	BOPA works with artists, neighborhood groups and associations, and funding sources to commission murals in neighborhoods across Baltimore.	Artists, All	Expand program. Work with HCD to identify new funds and locations for murals.
Arts & Entertainment District (Station North; established January 2002)	BDC, BOPA, Mayor's Advisory Board for the Station North Arts & Entertainment District	A 100-acre district centered on the intersection of Charles Street and North Avenue. The state designated this area of Baltimore City for arts-related businesses and activities to receive tax incentives and abatements. BOPA provides this district with technical assistance.	Artists, Creative Entrepreneurs	Establish Station North nonprofit organization. Fundraise. Continue to raise awareness through events and marketing. BDC is Seeking City Council authority to assemble and offer for redevelopment approximately 15 properties in the heart of the A&E district; will solicit proposals that are consistent with A&E objectives.
Arts & Entertainment District	BOPA, Southeast	A 358-acre district centered on Eastern Avenue	Artists,	Finalize governing structure.

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(Highlandtown; established May 2003)	Community Development Corporation, Creative Alliance	near Patterson Park. The state designated this area of Baltimore City for arts-related businesses and activities to receive tax incentives and abatements. BOPA provides this district with technical assistance.	Creative Entrepreneurs	Raise awareness through events and marketing (logo, website, publications, etc.). Fundraise.
Artists in Residence Program	BOPA	By bringing together artists with public schools, this program creates unique arts experiences for elementary and middle school students. BOPA operates in 13 schools.	Artists, Students	Expand program to 50 schools over 3 years.
Artists in Residence Program	Rec and Parks	The Artist in Residence Program brings artists with backgrounds in visual arts, literary arts, and performance arts to selected recreation centers where they teach participants in the after school program. Recreation centers currently participating in the Artists in Residence program include Chick Webb, James D. Gross, Fred B. Leidig, Oliver, Patapsco, and Mary Rodman.	Artists, Students	
Ambassador Program	BACVA	In an effort to court conventions and travelers, BACVA started this Ambassador program focused on engaging higher-level Baltimore executives to assist in talking up Baltimore, providing BACVA with leads on potential business, and courting relationships these executives have on regional and national boards to come to Baltimore.	Creative Entrepreneurs	
Baltimore Unwired	BDC	This project is bringing free wireless internet access to areas of Baltimore, starting with the inner Harbor but spreading to other areas. This type of technology access/amenity is something the creative culture expects from progressive cities.	Creative Entrepreneurs	
Main Streets	BDC	The Baltimore Main Streets program provides each designated community with regular technical assistance and assessment, with funding to cover staffing and other administrative costs. Baltimore Main Streets then provides each designated	Creative Entrepreneurs	

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		commercial district with \$25,000 for a façade and signage improvement program as well as \$2,000 each year for promotional activities. The local Main Street program must match these funds. Designated Baltimore City Main Streets include: Belair-Edison, East Monument Street, Federal Hill/South Baltimore, Hampden, Pennsylvania Avenue, Washington Boulevard/Pigtown and Waverly.		
MetroTech	MOED	Federally funded regional workforce development initiative that supports businesses in securing needed IT and biotechnology employees and assists dislocated IT and biotech workers in gaining progressive skills and new employment	Creative Entrepreneurs	
Incumbent Worker Training Programs	MOED	Maryland Business Works, Customized Training, Skills-based Training for Employment Promotion (STEP) and other programs that help businesses increase the skills and capacities of their workers	Creative Entrepreneurs	Market availability of funding for employer-based programs
Employer Tool Kit	MOED (for the Baltimore Workforce Investment Board)	Database-driven component of BWIB web site to offer information about a wide range of services (mostly nonprofit and governmental) that can help build and refine a successful workforce.	Creative Entrepreneurs	To be launched in February 2004, continuously updated and expanded
Learning in Retirement Programs	Area Colleges and Universities	High quality lifelong learning opportunities for retirees in the City, including the Renaissance Institute at the College of Notre Dame, the Hopkins Evergreen Society, and The Auburn Society at Towson University.	Empty-nesters	
Operation Crime Watch	Police Dept.	Block watcher programs that reduce crime and create sense of community. The Druid Heights Peace Patrol—Neighbors joining together to walk the community to clean it up and help combat the crime and drugs. Their efforts have helped convince 29 families to return to the neighborhood.	Empty-nesters, Young Professionals	
St. Paul Street/JHU Redevelopment	BDC	\$130 million redevelopment in the 3100 and 3200 blocks of St. Paul Street to include approximately	Students	

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		60,000 square feet of "College Town" type retail, including JHU's campus book store operated by Barnes & Noble, 151 high-end funky condominiums, and 600-bed dorm for JHU students. Would create a real college town environment, modeled, in part, on Sanson Commons at U. Penn.		
Kids Camp at the Cloisters	BOPA	Students at city summer camps and activity centers visit the Cloisters, where they take part in fun-filled days packed with educational and entertaining children's programming at a beautiful, green, rural location.	Students	Revitalizing children's summer programming by planning the Kids Camp as a bigger and better alternative to the previous program, KIDS' STUFF
Community Arts Program (CAP)	Maryland Institute College of Art	A program designed to expose MICA students to the range of experiences in the city. Students visit at least 12 different neighborhoods as a way to expand their thinking about their own work.	Students	
Academy for College and Career Exploration	MOED	A small "innovation" high school designed to support youth in exploring and preparing for college and careers	Students	Students have been recruited. Staff is being hired. School will open fall 2004.
S.A.T. Program	Rec and Parks	Tutorial program for college bound students; Sample test booklets, notebooks and pencils provided.	Students	
Sound Studio	Rec and Parks	The Department is in the process of establishing a sound studio at one of our Teen intensive centers that will assist individuals in all aspects of sound studio operations to include recording and editing.	Students	An experienced professional has been identified to serve as coordinator of the sound studio. Plans are underway for a final date that installation of all equipment can be installed and an opening date identified.
Art Extension Project	Baltimore Gallery	The Art Extension Project takes Baltimore Gallery exhibits on the road to schools and community centers. With a digital projector, photography exhibits are replayed and discussed with students in classrooms and after school programs.	Students, Artists	The Baltimore gallery is planning to start a computer lab where students can work on their photographs while gaining computer skills. They have received many donated computers and are in need of further funding

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				for this program.
Mosh Pit	Greater Baltimore Technology Council	The Mosh Pit competition brings together students from all of the colleges in the region to work together in business teams to develop business plans and models in a competition to be judged by the Baltimore venture capital community. This year 500 students will participate. Many students have gotten jobs in the city and chosen to stay as a direct result of the program.	Students, Creative entrepreneurs	
Mayor's Techpreneur Tours	Mayor's Office, BDC	Brings City's brightest technology and entrepreneurship students (grad and undergrad) on a tour of businesses and resources in Baltimore	Students, Creative Entrepreneurs	
Broomball League	Rec and Parks	Sport like hockey but uses stick that resembles a broom and regular sneakers on non-resurfaced ice.	Young professionals	
Women's Soccer	Rec and Parks	Beginners learn the basic skills of soccer and have fun. Emphasis is on fun and learning fundamentals.	Young Professionals	
Wrestling Program	Rec and Parks	Learn latest successful techniques. Compete with other wrestlers.	Young Professionals	
Hopkins Plaza Noontime Concert Series	Downtown Partnership	Tables and chairs are set up daily, with live entertainment every Thursday. Purpose is to utilize the plaza and provide Downtown employees with a relaxing environment in which to eat and socialize.	Young Professionals, Artists	
Commission for Historical and Architectural Preservation (CHAP)	CHAP	2004 marks the 40th year of Baltimore City historic district and landmark designation. Historic designation attracts and retains creative and caring property owners! We are receiving requests for designation in record numbers. Provides tax credits, too, including City credit administered by CHAP.	Young professionals, Empty-nesters	Commissioned photography of City's historic districts, landmarks and monuments to be incorporated into Mayor's website and GIS maps. Aiming to create "The best historic website in America."
Events				
Neighborhood Festivals		Neighborhood events, such as Flower Mart, Fell's Point Fun Festival, Hampden Fall Festival, and	All	

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		the Federal Hill Festival on the Hill, attract a number of local and national artisans as well as your target audience.		
Arts and Humanities Month	BOPA	October has been designated Arts & Humanities Month by the federal government. Events include a Mayor's Cultural Town Meeting and a lunchtime concert series in downtown office buildings.	All	
Baltimore Book Festival	BOPA	The mid-Atlantic's premier celebration of the literary arts takes place in Mount Vernon Place with well-known authors, local bookstores, publishers, children's writers, storytellers, author signings, crafts, refreshments and entertainment.	All	
Baltimore Farmers' Market	BOPA	The state's largest producers-only market features produce, prepared foods, crafts, art, and more.	All	
Billie Holiday Vocal Competition	BOPA	The annual competition memorializes the unique singing style of Baltimore's own Billie Holiday, as local singers compete for top honors.	All	
Volvo Waterfront Concert Series	BOPA	A wide variety of musical entertainment, held at the Inner Harbor's West Shore.	All	To locate and book premier entertainment with mass appeal.
Artscape	BOPA	The region's premier celebration of the visual, literary and performing arts features live music on three outdoor stages, indoor and outdoor visual arts exhibitions, film, theater, the <i>Artists' Market</i> with crafts and works of art for sale, opera, dance, literary arts activities, street theater and special activities geared towards children.	All	Begin long-range planning for 25 th anniversary celebration in 2006.
Fireworks (July 4 th & New Year's Eve celebrations)	BOPA, Harborplace & The Gallery	Entertainment and fireworks at the Inner Harbor.	All	Increase the amount of sponsorship dollars.
Parades (MLK, Preakness, Columbus & Thanksgiving Day)	BOPA, Preakness Celebration, Inc.; Columbus Celebration; Community Relations	Parades of marching bands, floats, equestrian units and more.	All	To attract new, unique units to participate in the parades.

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	Commission.			
Annual Birthday Toast to Edgar Allan Poe	CHAP, Edgar Allen Poe House and Museum	Held on Poe's Birthday weekend in January. Hundreds of visitors flock to Baltimore for this event sponsored by the Edgar Allan Poe House and Museum, administered by CHAP.	All	
Downtown for the Holidays	Downtown Partnership	This multimedia campaign packages and promotes six weeks of unique Downtown events and holiday promotions from the Thanksgiving parade to New Year's celebrations. Includes Downtown Holiday Lunch Party, Downtown Dollar or Less Days and Annual Lighting of the Washington Monument.	All	
Downtown Dollar or Less Days	Downtown Partnership	Participating Downtown attractions give back to the community by offering admission for \$1 or less.	All	
First Thursdays	Downtown Partnership	A free monthly festival (May – October) in Hopkins Plaza and Mount Vernon. Activities include merchant promotions, art exhibit openings, Lunchtime Concerts in Hopkins Plaza, Opera in the Park and <i>Concerts in the Park</i>	All	
Picnics in the Park	Downtown Partnership	A lunchtime event (Fridays, September – October) in Downtown's Preston Gardens with tables and chairs set up for employees to enjoy entertainment and lunch.	All	
Annual Lighting of the Washington Monument	Downtown Partnership, BOPA	The festivities at this event include celebrity appearances, choir performances, food vendors, strolling entertainment and a spectacular fireworks finale.	All	
GBCA Annual Symposia	GBCA	Each year GBCA convenes members of the cultural community and other interested audience to explore in-depth a topic of mutual concern.	All	June 14, 2004 the symposium will focus on the Creative City and will take place at the Maryland Institute College of Art's Brown Center.
Arts in the Park	Mt. Vernon Cultural District/Downtown	Presentation of four musical program series at Mt. Vernon: Lazy Sundays, Tuesday's Child, Opera in the Park and Concerts in the Park from May	All	Marketing Musician's suggestion: Build

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	Partnership	through October.		audiences at outdoor concerts by having plenty of plastic chairs, food and alcohol vendors, and port a pots available. Also, send out email invitations to visual artists to display at all outdoor events.
Annual Preakness Frog Hop	Rec and Parks	Jockies coax frogs in a race to the finish line. Prizes will be awarded to the fastest frogs and their jockey.	All	
Annual Turtle Derby	Rec and Parks	Box turtles and all other turtles race. Prizes will be awarded to winners.	All	
Bug Fest 2004	Rec and parks	A festival promoting Baltimore's Nature Center, the insect zoo and insects of MD.	All	
Holiday Lights in the Park	Rec and Parks	Promotion of city parks during the off season. Spectators will drive through the park and observe the holiday light display. Horse drawn carriage champagne rides will also be available.	All	
Municipal Concert Series	Rec and Parks	The summer concert series, presented in parks throughout the city, provides residents with free, family-oriented entertainment.	All	
National Indoor Soccer Championships	Rec and Parks	DuBurns Arena - Teams from all over the country in 5 age categories compete.	All	
3rd Annual Baltimore City Golf Tournament	Rec and Parks	Fundraiser to support park volunteer service program, June 11, 2004 at the Pine Ridge Golf Course.	All	
Wine at the Conservatory	Rec and Parks	Promote the newly renovated Conservatory. Will serve as a possible fund-raising event for youth programming and the Conservatory. Wine tasting, hour d'oeuvres, live music and silent auction	All	
Plant Sales and Festivals	Rec and Parks – Horticulture	Market Day: Garden clubs and partners sell huge variety of spring plants, including vegetables and annuals. Perennial and Herb Day: Vendors and clubs sell specialty perennials and herbs. Plant	All	

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		Lovers Day: Lectures, workshops, demonstrations and plants sales are geared toward the novice gardener. FestiFall: Fall family-oriented harvest festival with pumpkin painting, scarecrow building, plant sales and hayrides.		
Festivals	Rec and Parks, BOPA	Park properties host several annual festivals during the summer months. The annual Latino Fest in Patterson Park is a celebration of Latino and Hispanic cultures, including food, art exhibits, and lots of music. The Jamaican Festival is held each summer in Druid Hill Park. Although the festival focuses mainly on Jamaican culture, the culture of other Caribbean Islands is also celebrated during the event. The Trinidad & Tobago Festival is held in Clifton Park each summer, and is also a celebration of Caribbean culture. The annual German Festival , a celebration of German culture, is held in Carroll Park. The Gay, Lesbian, Bi-Sexual and Transgender festival is held in Druid Hill Park in late spring. In addition to the festivals mentioned above, the Department co-sponsors the annual Herb Festival in Gwynns Falls/Leakin Park, and hosts its own festival, the Waterfront Seafood and Jazz Festival during Independence Day weekend.	All	
Arts in the Parks Program	Rec and Parks	The Arts in the Parks program is sponsored by the Belair-Edison Community. This wonderful program brings local artists and artisans to Herring Run Park for a few weekends each summer during the months of July and August. The arts represented include the visual arts, literary arts, and performance arts.	Artists	
Downtown Holiday Lunch Party	Downtown Partnership	A lunchtime event celebrating the joy of the holiday season. Baltimore's favorite restaurants serve complimentary fare in participating	Young professionals, Creative	

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		Downtown office lobbies.	Entrepreneurs	
Organizations/Facilities				
Museums	BDC	Expansion of the following museums and cultural attractions: AVAM (\$6 million expansion); National Aquarium (\$60 million expansion); Maryland Science Center (\$40 million expansion); Frederick Douglass Isaac Myers Park (\$9 million restoration in Fells Point); Great Blacks in Wax (\$20 million expansion) – there will be all kinds of festivities associated with the opening of these new attractions	All	\$32 million Maryland African American Museum of Culture and History under construction at Pratt and President Streets – set to open this year.
Jones Falls Valley Master Plan	BDC	Completing master plan for Jones Falls Valley that combines the area's many assets: great old mill buildings (ripe for conversion to artist studios, office buildings and housing), Jones Falls greenway, Light Rail transit oriented development (such as \$60 million Clipper Park project in Woodberry), and watershed restoration.	All	
Inner Harbor West Shore Redevelopment	BDC, Planning, Rec and Parks	\$4 million renovation of the West Shore park, creating a civic green space like Bryant Park in New York.	All	
Baltimore Ice Rink at Harbor Point	BOPA	Baltimore's Ice Rink at Harbor Point in historic Fells Point offers the perfect outing for families, residents, visitors and corporate parties December through March. A professional size open-air ice rink, the facility offers skating sessions, lessons and a variety of special events. Parking, skate rentals, refreshments and a furnished warming tent are also available.	All	To continue to attract more visitors to the brand new facility.
The Cloisters	BOPA	Completed with a cloistered garden and based on late medieval French and English architecture, the 60-acre estate in Brooklandville was bequeathed to the City of Baltimore by its original owners. It currently operates as one of the prime rental and	All	

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		reception facilities in the Baltimore metro area.		
Top of the World Observation Level	BOPA	Located on 401 East Pratt Street on the 27th floor of the World Trade Center in Baltimore, this attraction provides visitors with a breathtaking view of the Inner Harbor, City of Baltimore and the Patapsco River.	All	Complete new historical exhibits and program development, including informative tours.
School 33 Art Center	BOPA	This center for Baltimore's contemporary visual arts is dedicated to providing opportunities for artists through exhibitions, workshops, a Studio Artist Program and annual special events such as the Open Studio Tour and the Lotta Art Gala.	All	Expand technology.
Baltimore Jazz Alliance Baltimore Gallery Alliance	GBCA	GBCA provides administrative support and guidance to several new alliances for specific disciplines. GBCA maintains databases, provides fiscal agency, and supports organizational development for this incubating alliances. Minutes from the alliance meetings can be found on the GBCA website at www.baltimoreculture.org	All	Each alliance is developing strategies (web, e-mail and print) to broaden there audiences as well as developing programs. GBCA will continue to support their efforts
Dance Baltimore!	GBCA/Dance Baltimore!	In addition to organizing the community and providing professional development, Dance Baltimore presents series of both free and paid dance performances for the public.	All	On May 1, the second annual free all day Dance extravaganza "Dance Baltimore!" will be held at the Morris A. Mechanic Theatre
<i>Link: A Critical Journal on the Arts in Baltimore and the World</i>	Link Arts, Inc., a 501(c)(3) organization	<i>Link</i> is Baltimore's long-running arts journal, is preparing to publish its ninth full-length journal in as many years with <i>Musae</i> , on music and museums—to be distributed nationally and internationally by Distributed Art Publishers of New York. The journal draws heavily from local writers and artists, showcasing Baltimore's artistic and intellectual means.	All	The autumn launch will be accompanied by an enhanced CDR featuring music by Baltimore musicians. <i>Link</i> expects to undergo a rebranding exercise beginning in the late spring, intended to reposition the journal for a national audience.
Preservation Maryland	Preservation Maryland	Provides funding for city neighborhoods to apply for listing on the National Register of Historic Districts. The program has assisted 17 Baltimore City neighborhoods to date in becoming	All	Preservation Maryland hosts the Preservation & Revitalization Conference each year in a different city around the state. The

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		recognized historic districts. Inclusion in an historic district is the threshold for eligibility for local, state, and federal rehabilitation tax credits, a proven incentive encouraging economic development and community growth. I would also suggest that perhaps these and similar tax incentives would be a draw for creative class members moving to the city.		2006 Preservation & Revitalization will be held in Baltimore City. In addition to educational sessions, the conference offers a number of mobile workshops and tours that highlight the history of the city.
<i>Radar</i>	Radar Review, L.L.C.	<i>Radar</i> is a peer-to-peer, freely distributed bimonthly critical review of the arts in the Baltimore area which has been in production for nearly two years. Each 64 page issue contains 25-30 mini reviews and essays on arts events, artists and venues. Current circulation is 15,000 copies per issue.	All (including audiences in other cities)	Increase circulation to 20,000-25,000 in Fall 2004. Expand distribution to Washington DC, Philadelphia and other cities. Partner with city, regional & national organizations through <i>Radar</i> sponsorships, including events. With larger circulation, introduce special 'non profit' ad rates for galleries and other nonprofit organizations.
Carrie Murray Nature Center	Rec and Parks	The Carrie Murray Nature Center is located in Gwynns Falls/Leakin Park and houses an insect zoo as well as various species of animals including snakes, lizards, birds, guinea pigs, and turtles.	All	
Open Space and Trails	Rec and Parks	The Department of Recreation and Parks is responsible for 392 park properties, totaling 5,700 acres spread throughout the City. Many of our larger parks include tennis courts, basketball courts, athletic fields, swimming pools, pavilions, and picnic groves. There are also 215 playgrounds located throughout our park system. Our 5,700 acre park system also includes the Gwynns Falls Trail and the Jones Falls Trail,	All	

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		which is currently under construction. The Gwynns Falls Trail is a 14-mile long hiking/biking/jogging trail that runs from Gwynns Falls/Leakin Park to the Inner Harbor, and the Middle Branch of the Patapsco River. The Jones Falls Trail will connect Druid Hill Park to Cylburn, the Inner Harbor, and Robert E. Lee Park. The total length of the Jones Falls Trail when complete will be 12.85 miles.		
Public Pools	Rec and Parks	The Department has 19 outdoor pools, 22 wading pools, and three indoor pools in its inventory. Our inventory includes the Cherry Hill Splash Park, which includes a huge water slide in the main pool, and a wading pool for young children.	All	The Clifton Park Outdoor Pool is currently under renovation and is scheduled to be complete in June 2004.
Recreation Centers	Rec and Parks	There are 45 Recreation Centers located throughout the City of Baltimore, offering activities for children <i>and</i> adults. Recreation centers host afterschool programs, special events, and Teens' Night, which is a Friday night program that gives teenagers a safe place to hang out and socialize with their friends.	All	
Cylburn Arboretum	Rec and Parks – Horticulture	The Cylburn Arboretum is a 207-acre special facility with over 3 miles of trails in a mature piedmont forest, more than a dozen display gardens, and a number of woody plant collection as well as a 19th century mansion.	All	
Art Exposure Inc.	Art Exposure Inc./Downtown Partnership	As part of the revitalization efforts in Downtown Baltimore, this program facilitates displays of local artists' original artwork in storefronts, display windows, office lobbies, hotels, restaurants, cafes, theatres and public spaces that receive pedestrian traffic. The artwork is offered for sale and is rotated every 4-8 weeks. There are currently 78 artists and 45 businesses (as venues) participating.	Artists	Planning an artwalk with the Baltimore Walking Club, to be held on 9/18/04. The walk will pass several of the Art Exposure venues.
Bromo Seltzer Tower	BOPA	BOPA is developing the vacant Bromo Seltzer as	Artists,	Continue fundraising and open the

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Redevelopment Project		nonresidential artists' studio spaces and exhibition galleries. This will help stabilize the neighborhood and act as a focal point and magnet of activity to attract other creative business pursuits and residents to the West Side.	Creative Entrepreneurs	building in Winter 2004.
Comprehensive Housing Assistance, Inc. (CHAI)	CHAI	Bingo, Broadway, Bible – Seniors programs staffed by volunteers and younger members of the community to create generational connection and preserve the whole community. Financial assistance for home maintenance and repair (similar to others, but more organized and better funded) to prevent neighborhood deterioration.	Empty-nesters	
Loyola College "Field of Dreams" Project	BDC	\$50 million redevelopment of former landfill for Loyola athletic complex, including a new stadium more suitable for Division I Lacrosse competitors.	Students	
Baltimore Sports and Social Club (BSSC)	BSSC	The BSSC creates year-round opportunities for individuals to play a variety of team sports in a social atmosphere that continues with happy hours after the games are over. It draws 7,000 participants from all over the city and the surrounding counties each year. The BSSC social calendar is filled every season with kickoff happy hours for each sport, Orioles games at Camden Yards, Preakness Infield parties and more. BSSC not only makes use of various parks and recreation centers for games, but also donates much-needed equipment to Baltimore City's Department of Recreation and Parks. http://www.baltssc.com/	Young Professionals	
Middle Branch	Planning, BDC	There is an existing Rowing Club and the capability for having a canoe/kayak rental business. Planning is working with the Army Corps to create wetlands and clean up the area, and the Aquarium is planning to build their new facility on the Middle Branch's north shore—the National Aquarium Center for Aquatic Life and	Young Professionals, Empty-nesters	

PROMOTION EFFORT	RESPONSIBLE AGENCY/ ORGANIZATION	BRIEF DESCRIPTION	TARGET AUDIENCE	NEXT STEPS
		Conservation. This \$40 million animal care center project includes walking trails, wetlands restoration, fishing piers and brownfield cleanup.		
Dog Parks	Rec and Parks	Dog Parks continue to sprout up all over the country as municipalities try to offer dog owners a place where their pets can run free, and still remain safe. Dog parks also offer fast-paced "creative class" workers a place to socialize and build relationships in a more relaxed setting than the workplace or in bars and nightclubs.	Young Professionals, Empty-nesters	A task force has been formed by the Mayor's Office to explore locations for dog parks in the City of Baltimore. Members of the Dog park Task Force include the Department of Planning, the Health Department, the Department of Recreation and Parks, the Mayor's Office of Neighborhoods, and Risk Management.
Special Facilities	Rec and Parks	The Department has a wide range of special facilities, including DuBurns Soccer Arena, Myers Soccer Pavilion, Mimi DiPietro Ice Rink, Carroll Skateboard Park, Cylburn Arboretum, and Middle Branching Rowing Facility. DuBurns and Myers host many soccer tournaments, and offer opportunities for league and individual play. Local universities use the Middle Branch Rowing Facility to house their rowing equipment for their crew teams. The Middle Branch Rowing Facility is also rented out much of the year for office parties, weddings, etc.	Young Professionals, Students, Empty-nesters	
Marketing Initiatives				
Baltimore Area Convention and Visitor's Association (BACVA)	BACVA	Manages convention center registrations and services, operates visitor's centers, offers brochures, events calendars, merchandise.	All	
Telling Baltimore's Story	Baltimore City Heritage Areas	Coordination of half-dozen trail programs, including signage and collateral marketing materials, is underway. Baltimore needs to capitalize on its historic qualities and its heavy African-American participation over the decades.	All	

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		Emerging themes: star-spangled banner, industry, civil war era, trailheads to begin at the new visitors center		
Baltimore Black Heritage Tours (BBH Tours)	BBH Tours	Numerous group tour options, including: Great Blacks in Wax Museum & Family Reunion Tour, Frederick Douglass "Path to Freedom" Walking Tour, Baltimore Travel & Vacation Club Get-Aways Tour, Lillie Carroll Jackson {4M} Civil Rights Tour, Harriet Tubman Underground Railroad Tour, and Baltimore Student & College Tour.	All	
Cultural Resource Guide	BOPA	Published every two years, this resource provides essential information on over 250 arts institutions, attractions, and performing artists in the greater Baltimore area.	All	This year, the information will be available online, as well in book form.
Wayfinding signage	DTP, Mt. Vernon Cultural District	Created first map to define the Downtown area. Convened over 20 neighborhood groups and institutions to develop a consensus on sites, directions, design and final placement of signage. Pedestrian destinations are being articulated now as new signs and kiosks are hitting the ground in and around the downtown area.	All	
Regional Arts Marketing Study	GBCA	Sixteen small and mid-sized arts organizations have joined together, merge/purging their mailing lists, to learn more about existing and potential audiences. GBCA raised the funds for the project and coordinates the research with consultant Boh Hatter of Hatter Communications.	All	Results from the study to be completed in the fall of 2004 May be used to create co-operative advertising strategies for the cultural community.
Live Baltimore	Live Baltimore	Marketing and information center for homebuyers and new residents. The preferred realtor program combines neighborhood tours with training on home-buying incentives and referral opportunities, and it has done more than anything else to bring realtors back into the city. Newcomer packet (including the "I Love City Life" bumper sticker) is a massive assembly of Baltimore information,	All	

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		available to employers and others. It provides a great first impression because of the production and design quality of the Live Baltimore material.		
Mt. Vernon Calendar	Mt. Vernon	Lists all events open to public on monthly calendar. Linked to BACVA website and all listed institutions.	All	
Westside Renaissance	University of Maryland	Strong connections between the University of Maryland, Baltimore and its neighbors—the University has stepped up to its role as the anchor and economic engine in the area and continues to build strong connections with developers, business owners and residents.	All	
Downtown Partnership of Baltimore	Downtown Partnership	Marketing and information center for businesses, developers, and residents. Operates DASH shuttle—paid service for downtown workers. Website offers economic data, events calendar.	Creative Entrepreneurs	
CEO Tours	Greater Baltimore Alliance	Using the Preakness and other events as a backdrop, GBA brings leaders of relocation prospects to the region and takes them on tours of the city, including the emerging areas around the Inner Harbor and West Side as well as established upscale residential areas in the city. This is the most effective way of changing perceptions about Baltimore.	Creative Entrepreneurs	
EBLO	Mayor's Hispanic Liason, EBLO	The EBLO center, started by Jose Ruiz, plays a big part in serving the Hispanic immigrant community by creating a welcoming environment and support to help the families survive and thrive. Prince George's County advertising— Jose has created a "welcome to Baltimore" TV commercial featuring the Mayor that runs on Telemundo in PG county. The message is that you get more for your money in Baltimore.	Creative Entrepreneurs	
Mayor's Cultural Tourism Council	MCTC	This council, appointed by the Mayor, has been formed to study, plan and develop activities promoting cultural tourism in the City.	Empty nesters	Implement marketing and fundraising plan.

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Baltimore Collegetown Network	Baltimore Collegetown Network	The Baltimore Collegetown Network is a consortium of 13 area colleges and universities. Last fall, BCN launched a marketing campaign promoting Baltimore as a great college town. Initial components of the campaign include a back-pocket magazine and a comprehensive website aimed at attracting students and faculty to one of the region's greatest assets – higher education – engaging them in city life and encouraging them to commit to area jobs and neighborhoods.	Students	Make sure Collegetown surveys are asking the questions that the Creative Baltimore group wants answered
Collegetown Shuttle	Baltimore Collegetown Network	The Collegetown Shuttle runs between six colleges and universities and two shopping centers. The shuttle operates daily during the academic year (nine months) and last year ferried about 66,000 riders. The service is provided by participating institutions and is free for students.	Students	Expand shuttle services to the City's cultural districts/hubs
College events guide	Baltimore Collegetown Network	The Baltimore Collegetown Network website, www.baltimorecollegetown.org serves as a central location for college students to find events and things to do. Institutions, students and community members can all enter events and things to do on the site.	Students	Publicize website with city groups organizing events for college students to help them spread the word.